

EXHIBIT U

PART 1 OF 6

Google[™]

Google Book Search: Past, Present and Future

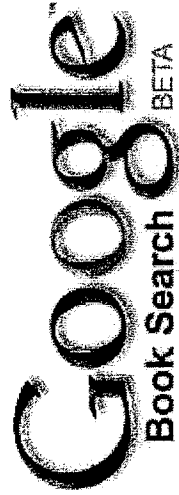
Jon Orwant, Tools of Change, Feb 10, 2009

The Past

Why Google Searches Books

Goals of Google Book Search

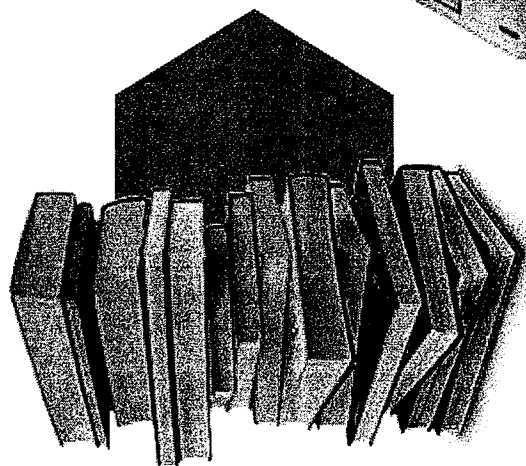
Google



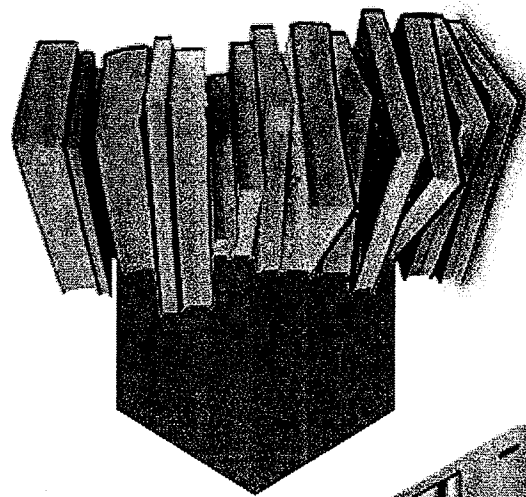
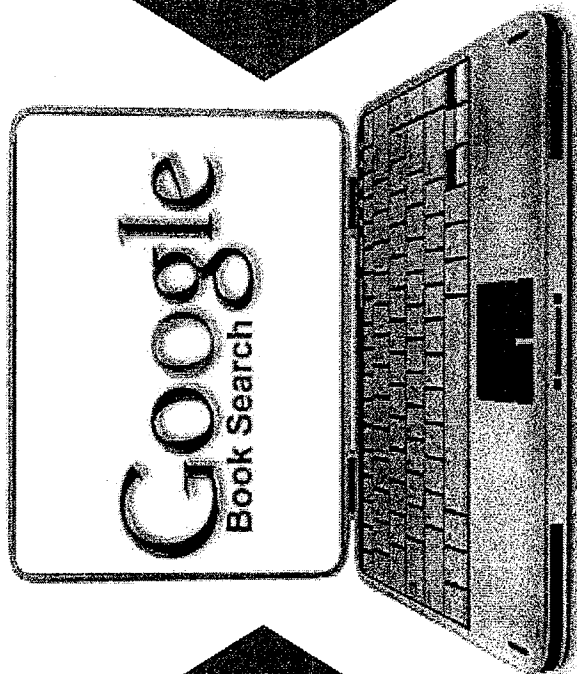
- Make books as easy to find as web pages
- Improve users' ability to discover and access books in ways that respect copyright and create opportunities for authors and publishers
- Become a platform for searching, discovering, reading, and buying

One Consumer Product, Two Sources of Books

Google[™]



Partner Program



Library Project

Consecutive Browse Preview: What the User Sees

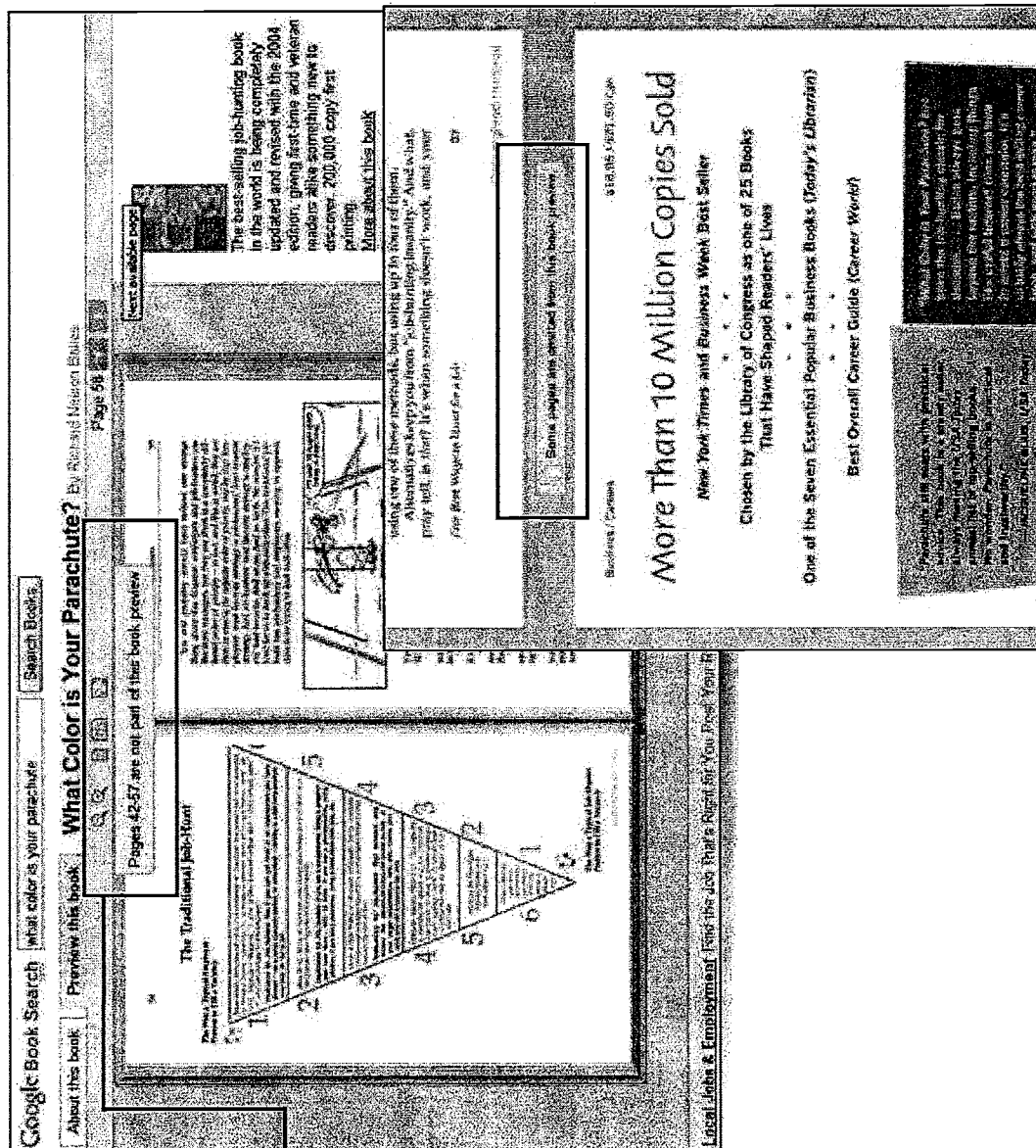
Google

Users can browse as they would in a bookstore

- two pages side by side option

Access limits in place

- same robust security as Book Search
- publisher sets percent viewable



Pages Viewed